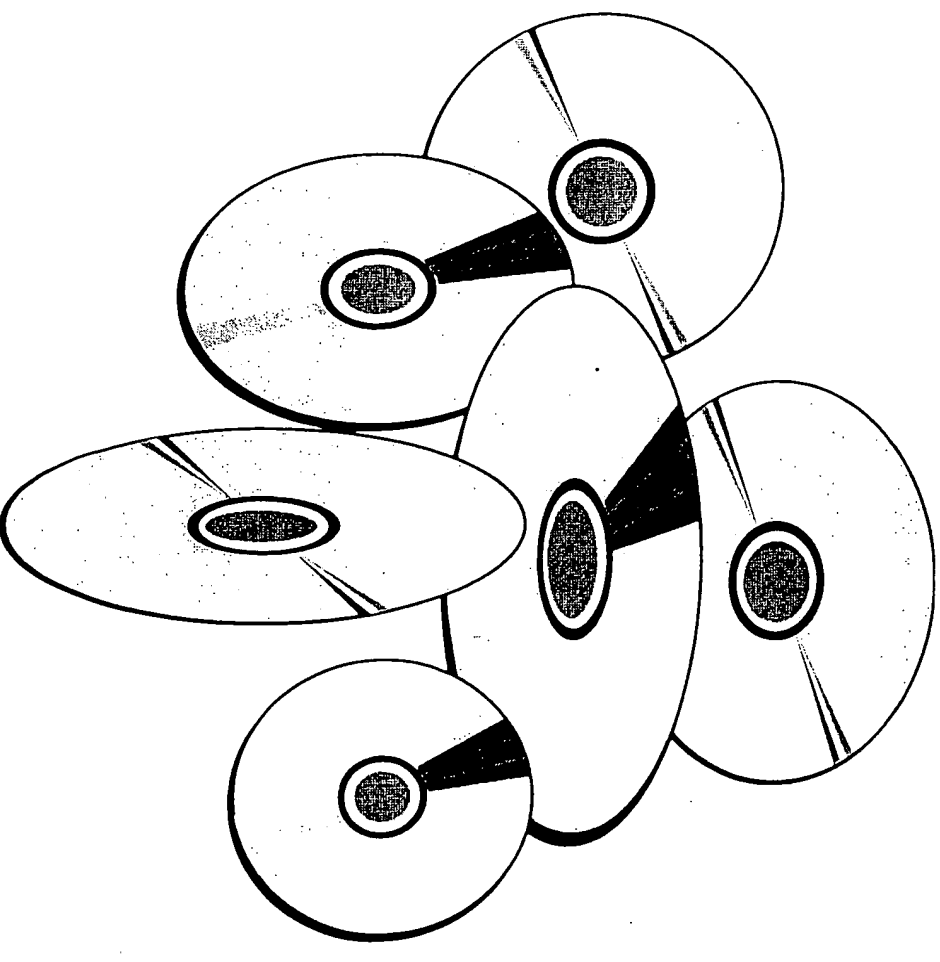


Your Music ... Anywhere

Invention Disclosure Form System Overview

Your asset ...

- You've built a substantial collection of CD's containing all your favorite music
- the average consumer owns xx CD's
- the average audiophile owns xx CD's



Your problem ...

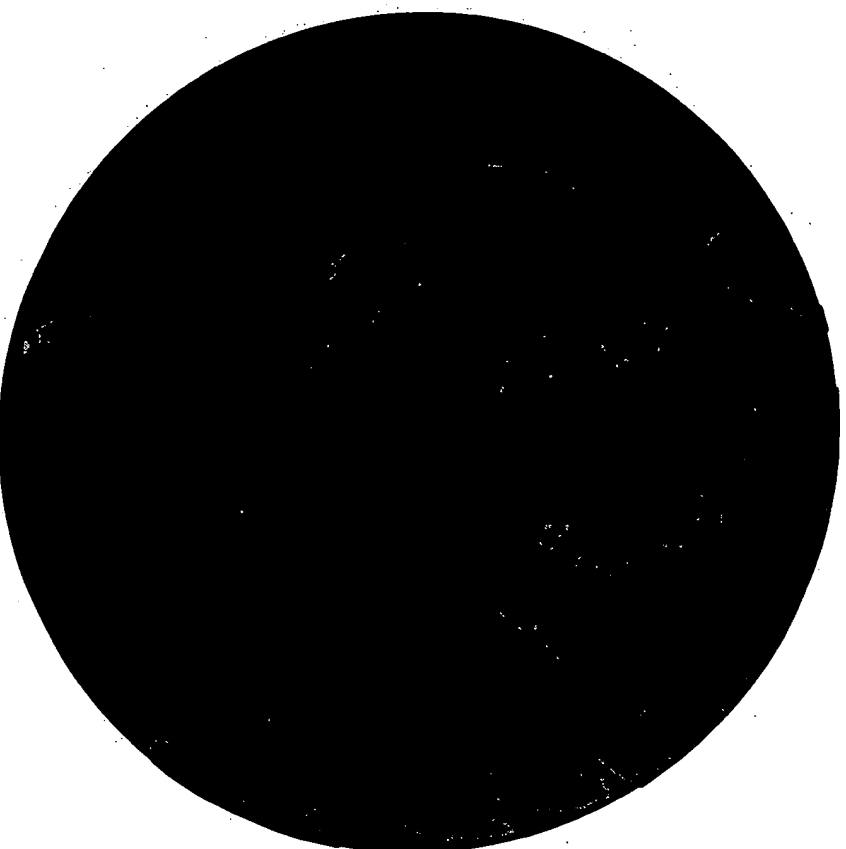
■ You want to listen to
your music **anywhere**
and **everywhere**

■ for the purpose of
playing music on the
go, away from the
home, each year

■ xxMM personal stereos

■ xxMM car audio stereo
head units

(sold annually)



Your current solution ...

- Carry your CD's with you wherever you go
 - ┆ xxMM carrying cases
 - ┆ (sold annually)
- Record from your own collection to a portable medium
 - ┆ xxMM blank cassettes
 - ┆ xxMM blank MD's
 - ┆ (sold annually)

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Insert media art

The better solution ...

You must know

- upload your collection to a secure server
- access it from anywhere
- via a new music device connected to the Internet in either a wired or wireless method via streaming or download options

Your Music Anywhere

■ Step #1

- consumer uploads current music collection
 - ┆ via a CD ROM and Net-enabled PC
 - ┆ via Net-enabled CD player/changer
 - ┆ via Net-enabled upload service business

■ Step #2

- ┆ *Your Music Server* processes the upload, checking for security limitations

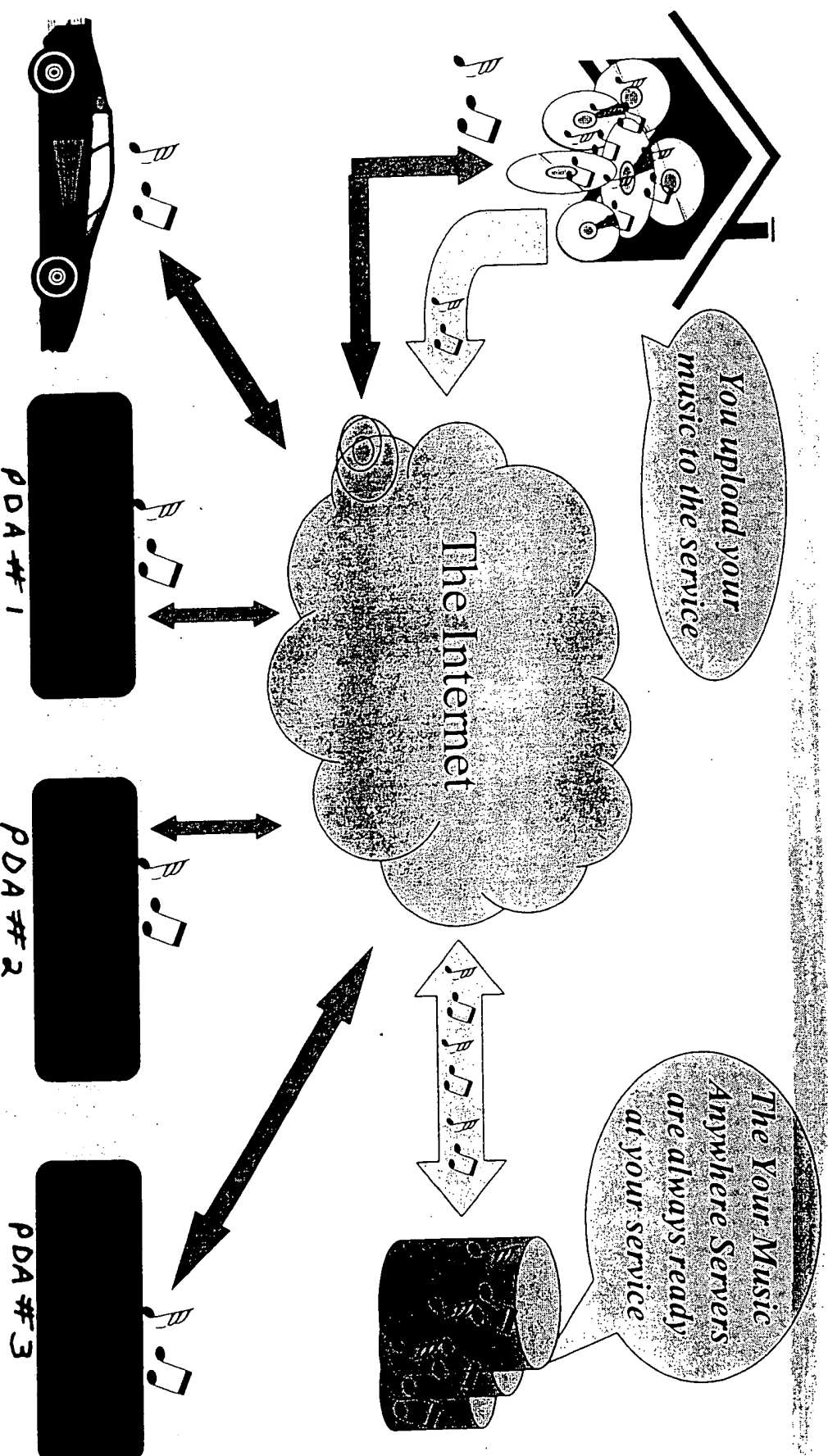
■ Step #3

- ┆ You accesses *Your Music Server* via a qualified Net-enabled device

■ Step #4

- ┆ *Your Music Server* securely delivers the music in either streaming or download formats as appropriate

Your Music Anywhere



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You finally get you finally get to enjoy all your music wherever you go!

Gregory D. Gudorf

Your Music Anywhere

- Business model basics:
 - ┆ Major server-side cost elements
 - ┆ xmb storage per average consumer
 - ┆ high bandwidth backbone connection
 - potentially lengthy session times
 - ┆ secure operation
 - ┆ Potential revenue options
 - ┆ membership fee base
 - ┆ micro-pay playback fee base
 - ┆ one-time upload fee base
 - ┆ audio advertising model delivered with music
 - ┆ new music sales based on profiling results
 - ┆ new device sales

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